

IN THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

1. ~~(presently amended) A survey system whereby versions of a survey is benchmarked for benchmarking surveys, comprising:~~
 - a) a plurality of surveys, wherein each survey is comprises at least one question and each said question has an answer value,
 - b) a plurality of survey indices, one index for each of said surveys,
 - c) at least one goal associated with said surveys, and
 - d) a plurality of weights, one weight for each of said questions, wherein each weight is determined in relation to said goal,

wherein each survey is different from each of said other surveys because at least one question in each survey has been modified from an earlier version of that particular survey or because each survey has at least one question that is different,

wherein a plurality of results of said surveys cannot be compared because of said modified questions or said different questions,

wherein each of said survey indices is calculated by applying the weight associated with each question to the answer value associated with each question,

whereby the results of said surveys, which are different, can be compared over time using said survey indices, instead of said results,
2. (presently amended) The system of claim 1 comprising:
 - a) a secure server, and
 - b) a server web site,
3. (presently amended) The system of claim 2 further comprising a client web site,
4. (presently amended) ~~The server system of claim 2 wherein said secure server further comprising comprises~~ a member database.

5. (presently amended) The ~~server system~~ of claim 2 wherein said secure server further comprising comprises a respondent database.
6. (presently amended) The ~~server system~~ of claim 2 wherein said secure server further comprising comprises a database comprising client respondent data or other data database.
7. (presently amended) The system of claim 1 further comprising a survey builder wherein said survey builder allows a client member to perform:
 - a) at least one of define said goals or assign said weights to said questions; and
 - b) at least one of create said surveys, add said questions to said surveys, modify said questions, or select options for said answers;
8. (presently amended) A method of taking a survey whereby a benchmark is maintained comprising the steps of:
 - a) designing a survey with goals comprising at least one question, wherein each said question has an answer value, and said survey having at least one goal and a weights weight for each question.
 - b) releasing said survey to a plurality of respondents.
 - c) creating a benchmark index based on applying said weights to said answer values that make up said survey results received from said respondents.
 - d) storing said benchmark index associated with said survey,
whereby a plurality of benchmark indices allows for comparison of different of versions of said surveys.
9. (original) The method of claim 8 further comprising a step of selecting demographics for a survey target.
10. (presently amended) The method of claim 8 further comprising a step of generating a graph based on said plurality of benchmark indices, whereby said surveys can be visually compared to determine trend information.
11. (original) The method of claim 8 wherein said survey results are obtained from a plurality of individuals who have entered into an agreement to respond to surveys.

12. (original) The method of claim 11 wherein said individuals are respondent members, having provided demographic along with said agreement.
13. (original) The method of claim 11 wherein said individuals are panelists, having been selected based on particular characteristics.
14. (original) The method of claim 13 wherein said individuals are panelists are compensated for the participation.

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